



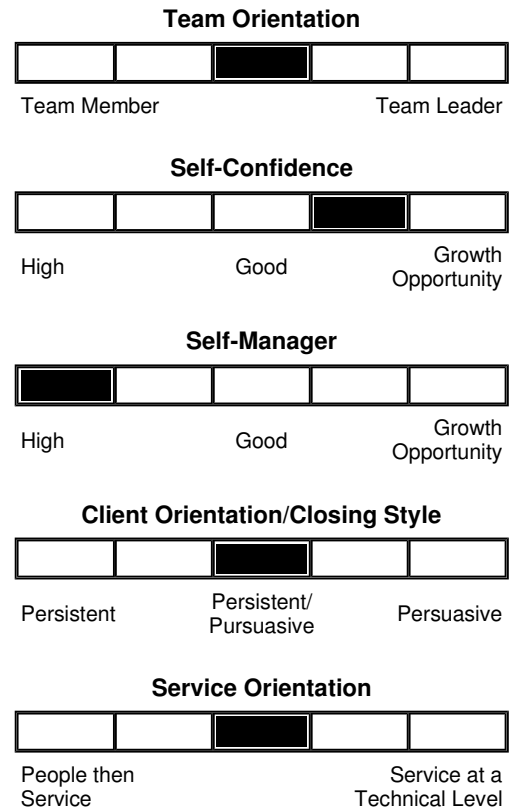
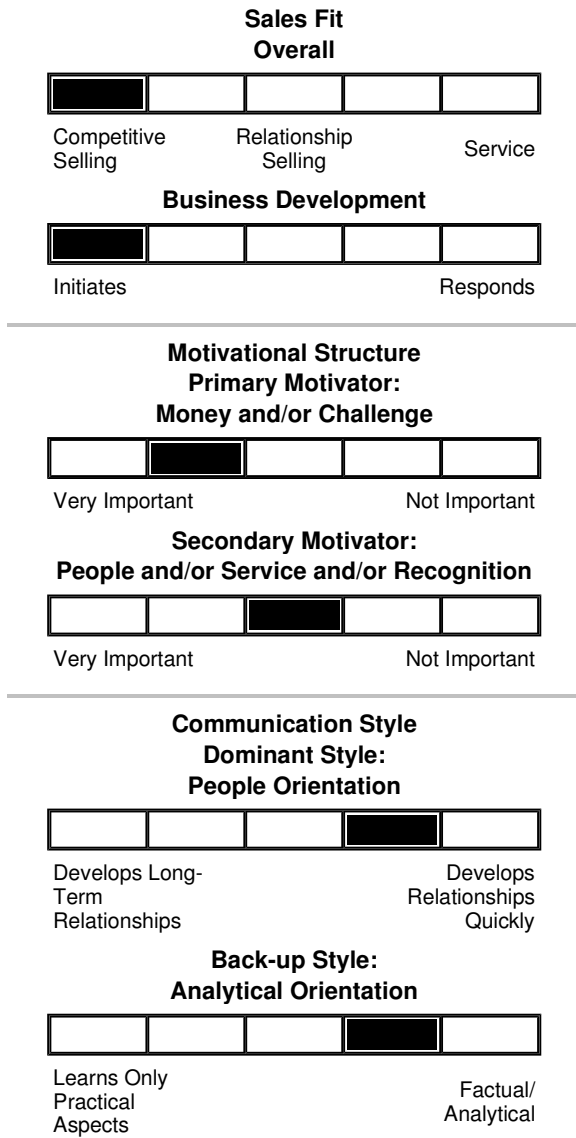
## SalesPro

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**SPRO# 823558030435 for Sample Person on March 16, 2010**

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**Snapshot of Sales Potential**

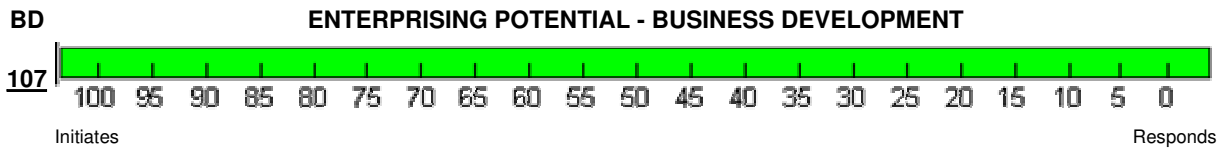


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**Business Development (BD)**

His score on the BD Scale would indicate a natural inclination toward being comfortable in most competitive business environments. Given formal training he should be able to develop good work habits that focus on business development. He has the potential to initiate new contacts and self manage daily effort required to maintain the activities essential for survival and growth in demanding sales opportunities. He would be potentially suited for a sales position that requires the initiation of new client contact with some client maintenance.

**Structured Interview Questions**

- Ask him to identify the daily habits that he developed on his previous job that contributed directly to his success? Which ones does he feel will contribute to his success with you?
- What additional habits will he need to be successful with you? Ask him for references to verify the examples.

**Developmental Suggestions**

Maximize existing strengths through training in basic personal time management and activity planning skills. Develop specific job related task planning and self management skills. Train him in these areas and monitor his planning and his activities until he demonstrates consistency. He can and will work best if you focus on the management of his EFFORT.

**Notes**


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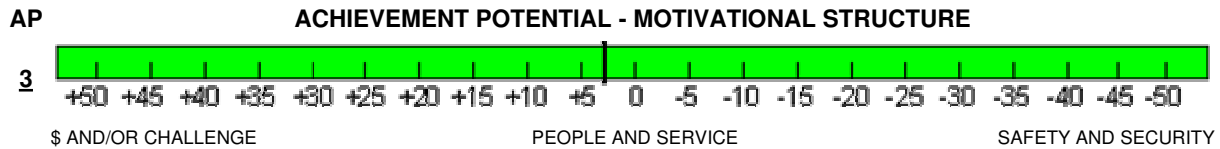
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**Motivational Factors/Achievement Potential (AP)**

This result on the AP Scale indicates that he has a good amount of drive and energy and would respond well to relatively intensive goals and objectives. From a motivational perspective, he has a relatively balanced structure with a slight dominance of challenge and/or money over an almost equally strong service and/or recognition component. He would enjoy a position that focused on building good client relationships and was complemented by a strong need for achievement. The blend of these two motivators indicates a comfort with achieving sales results within a client building/service process.

**Structured Interview Questions**

- Ask him to describe his achievements over the past two to five years which gave him the greatest satisfaction. What was the challenge or financial gain outcome of these accomplishments? What client needs did he fulfil in these accomplishments?
- Ask him to describe a situation that required him to work harder than he had planned for? Verify all information with the performance records of his references.

**Developmental Suggestions**

He has the energy and ambition to succeed and will profit from training in client management techniques that will help him apply his energy and ambition effectively. He will monitor his effectiveness from both a recognition and results perspective. Therefore, his coach can help him self manage both results and activities. Training in managing effort would help him feel "successful" everyday. As a persistent/persuasive salesperson, he will learn best from a coach or mentor who has a style or sales approach that is well matched to his own personality.

**Notes**


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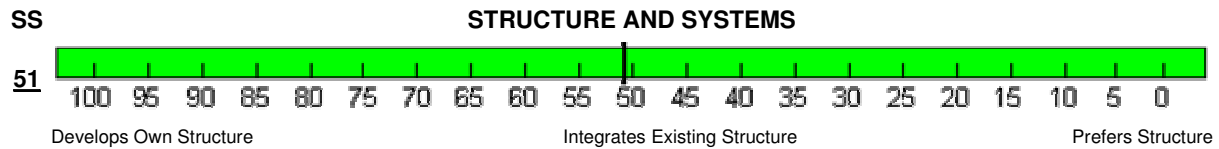
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**Structure and Systems (SS)**

His score on the SS scale indicates that he would be most comfortable with a sales environment that had relatively well established structure and systems. He would be quite accepting of good coaching and look to the coach to help him develop an effective and systematic approach in the early stages of his new career. He would value a strong supportive team environment that reinforced individual and team objectives. After the initial training, he should be virtually 'maintenance free' once he has established a good effort habit pattern.

**Structured Interview Questions**

- Ask him about recent work experiences, in which he has had to operate essentially on an independent basis. Was he successful?
- Ask him for examples of situations in which he has had to work as part of a team. What did he like about the team concept.
- If possible, verify all information with his associates or other team members.

**Developmental Suggestions**

He will initially look to his coach or manager for direction and guidance and then would seek out independence through demonstrated performance. Cultivate his independence through the development of self management skills including both self evaluation and self reinforcement strategies. If he is required to function as part of a team or with a senior associate, mentoring would be best with someone of a similar team orientation.

**Notes**


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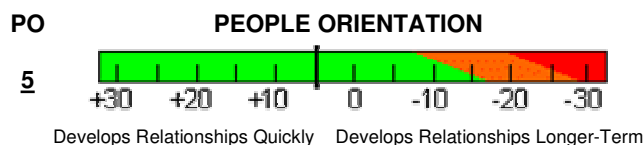
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**Critical Sales Attitude I: People Orientation**

He would value interactions with others on a daily basis and tend to develop longer term relationships with clients and associates.



**Structured Interview Questions**

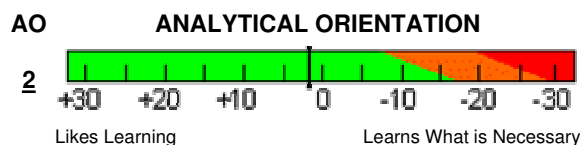
- Ask him to outline how he developed new relationships with associates when he first started his previous job.

**Developmental Suggestions**

Capitalize on this characteristic through training communication skills and rapport building strategies.

**Critical Sales Attitude II: Technical Orientation**

He would learn what is necessary for effective on-the-job performance. Ideally, technical and product knowledge would have a practical application. He would tend to focus his learning in areas of high interest and aptitude.



**Structured Interview Questions**

- Ask him what he has done in the last two years to upgrade at a technical or professional level. Did he invest his own time and money?

**Developmental Suggestions**

If structured self study is important to his development, develop a mutually agreeable training program to ensure that he learns the necessary material. Regular coaching as a reward for time spent learning is important.

**Notes**

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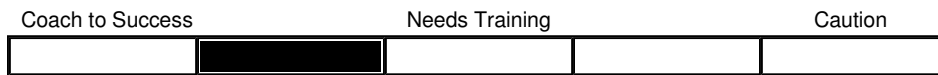
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## MANAGING CALL/APPROACH RELUCTANCE

**SalesPro**

**Overall Score = 55**

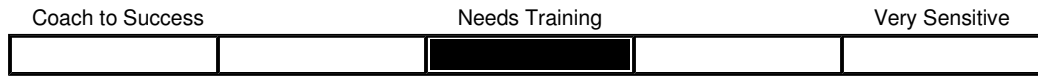


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**Managing Rejection****Overview**

His average score on the managing rejection scale indicates that he could be quite sensitive during the sales process and would require additional coaching and training strategies to be an effective performer. He would require reasonably structured sales tracks that allow for individual input and ongoing development.

**Question Analysis**

Item analysis reveals that his responses to the following items give rise to some concern with respect to this scale.

- Aggressive salespeople usually make a good income but have less repeat business.
- In a group, if a person doesn't like me I feel uncomfortable.
- I have met very few people whom I do not like.

**Candidate Interview Questions**

- What are the major qualities you would like to develop that would help you become successful with us?
- What qualities do you have to change?
- Is it possible to be an aggressive salesperson and still have repeat sales from your clients?
- What makes you feel most uncomfortable in a sales situation? What do you do to improve the situation?
- Who is the most popular salesperson you know? Why is that individual so popular?

**Notes**


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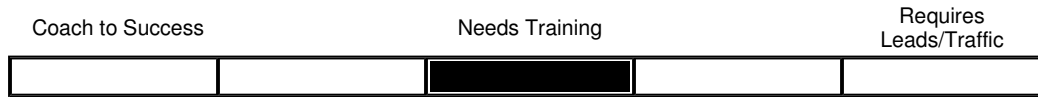
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**Prospecting Orientation****Overview**

He would tend to favor prospecting in specific areas of his natural market. To prospect and network from a business perspective he would require a strong commitment to product and a well developed sales track. The requirement for consistent prospecting could provide an overwhelming challenge which would create a need for ongoing training support and joint field work.

**Question Analysis**

Item analysis reveals that his responses to the following items give rise to some concern with respect to this scale.

- I would have no problem selling to my family and friends.
- I often refer salespeople to my family and friends.

**Candidate Interview Questions**

- Do you have friends that approach you at social gatherings to buy products or services they are selling? What is your usual response?
- Are your associates generally receptive to most salespeople and sales ideas?
- Describe the last time you referred a salesperson to an associate? What was the result?

**Notes**


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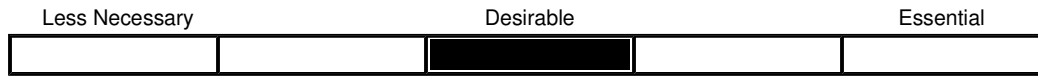
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**Commitment to Product****Overview**

He would probably develop a commitment to the product by approaching prospects in his natural market and determining the type of feedback he was receiving. If the feedback proved neutral or negative, he would require coaching to help him understand the benefits of the product. Approaches for generating feedback and integrating the feedback into his value system would help him achieve high levels of performance. Coach the sales process with emphasis on developing the need.

**Question Analysis**

Item analysis reveals that his responses to the following items give rise to some concern with respect to this scale.

- My first sales should be to my family and friends.

**Candidate Interview Questions**

- Are there people or organizations that you would not approach with our services and products?
- What type of individual or client would offer the most resistance to buying our product or service? Why?

**Notes**


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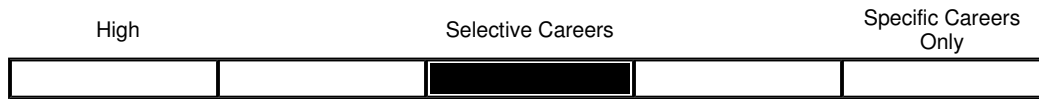
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**Commitment to a Sales Career****Overview**

The recruiting process should explore the motivation of this individual for considering a sales career. It will be essential to assure that he wants the benefits associated with a sales career rather than simply not being satisfied with his current job or employment situation. Management should avoid over selling the career during the hiring process. Ask him for his career goals rather than outlining all the features of a career in sales.

**Question Analysis**

Item analysis reveals that his responses to the following items give rise to some concern with respect to this scale.

- Salespeople have a positive public image.
- Most people would prefer not to deal with salespeople any more than necessary.

**Candidate Interview Questions**

- How would you describe the ideal salesperson? Which of these qualities do you possess and which ones would you need to develop?
- What is the image of a salesperson according to the general public?
- Are there times when you have rejected a salesperson? Describe the situation.

**Notes**


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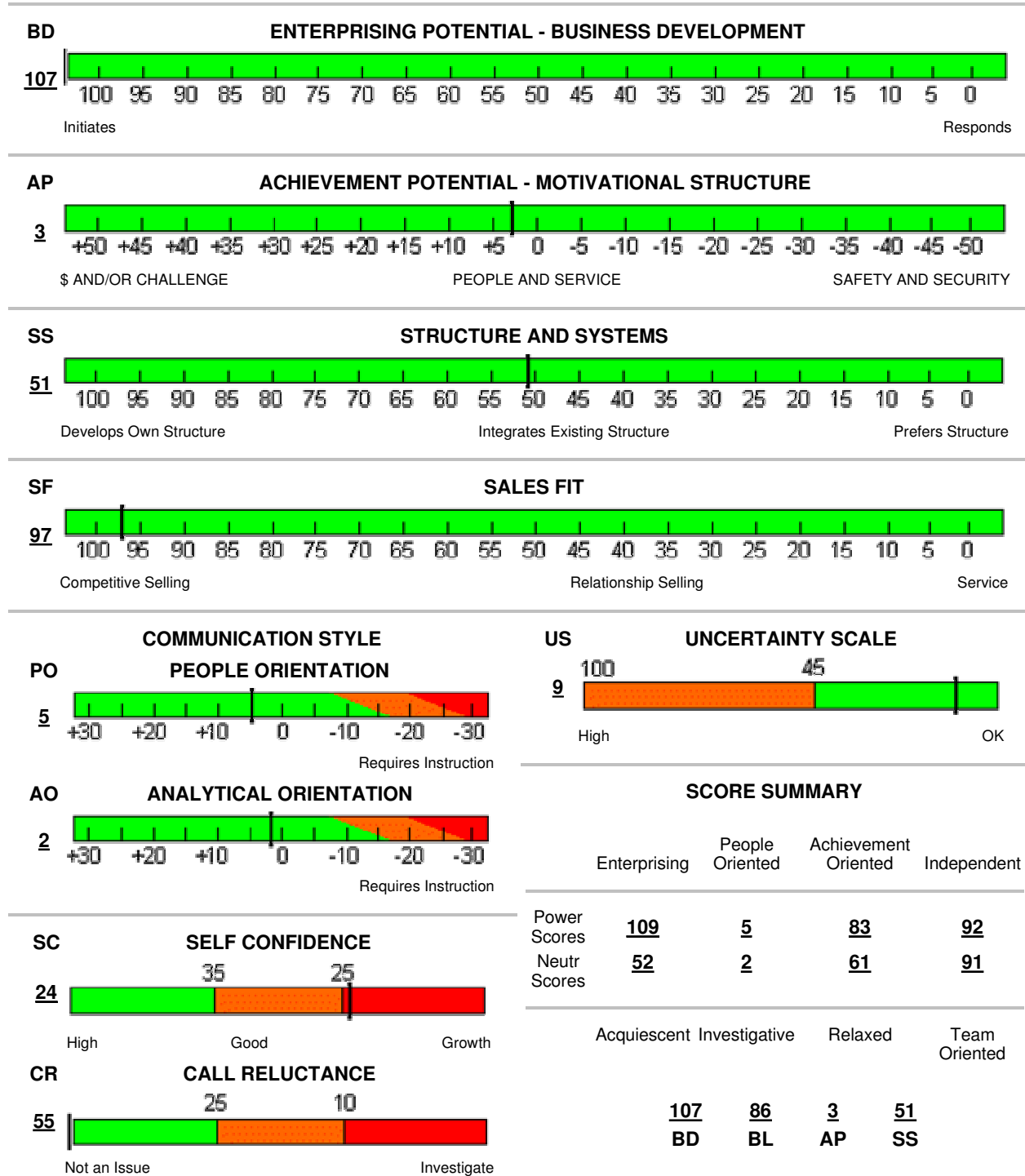


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**Summary of Sales Potential**



**Responses from Opinions Section**

1=Don't Agree At All	2=Agree A Little	3=Somewhat Agree	4=Moderately Agree	5=Definitely Agree
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1. I am successful at most aspects of my life (5)
2. To be a successful salesperson, it is necessary to get a potential buyer to like me (2)
3. Chance determines most things (3)
4. It is easier to sell to friends than to strangers (1)
5. Effort gets results (4)
6. Good products usually sell themselves (1)
7. I am often influenced by others (3)
8. I avoid actions that might make other people dislike me (3)
9. I have never told a lie (1)
10. Most mistakes can be avoided (1)
11. It is important that people approve of me (2)
12. Success is mostly luck (1)
13. My family and friends are a good source of sales (3)
14. People get the respect they deserve (2)
15. Aggressive salespeople usually make a good income but have less repeat business (5)
16. Salespeople have a positive public image (2)
17. I let the organization define my training needs (1)
18. I find it easy to make new acquaintances (4)
19. Employees often influence company policies (4)
20. I would have no problem selling to my family and friends (1)
21. All my habits are good and desirable ones (1)
22. People's good qualities are seldom recognized (3)
23. I never envy others their good luck (4)
24. Hard work brings success (4)
25. In a group, if a person doesn't like me I feel uncomfortable (4)
26. Mistakes are inevitable (4)
27. My first sales should be to my family and friends (1)
28. I have never been late for work or for an appointment (1)
29. I can be whatever I choose to be (4)
30. I adapt to what I think others expect of me (2)
31. I have never boasted or bragged (1)
32. My performance depends on the situation (1)
33. Informal social events are a good source of sales contacts (5)
34. I have never said anything unkind about anyone else (1)
35. The right decision can change things (3)
36. It is very important to push people to buy a product or service after you have established a need (3)
37. What will happen will happen (2)
38. Most people would prefer not to deal with salespeople any more than necessary (1)
39. Ordinary people can influence government (5)
40. No one is ever rude to me (1)
41. To be successful in sales, I must change my image (2)
42. I have little influence over my work environment (1)
43. I often refer salespeople to my family and friends (2)
44. My opinion is always the correct one (1)
45. A good plan can avoid mistakes (1)
46. I would rather approach a potential new client by telephone than in person (1)
47. Plans never work out (3)
48. The only products that I could sell are those that I believe in totally (2)
49. Effort is my responsibility (4)
50. I have met very few people whom I do not like (1)
51. Others have interfered with my success (2)
52. I feel comfortable promoting myself and my company at social gatherings (5)
53. There is no such thing as luck (1)
54. I get upset when salespeople call me at home (1)
55. Things happen mostly by accident (1)
56. I have bought a product or service mainly because of the salesperson (5)



## CANDIDATE FEEDBACK ON THE RESULTS OF THE

### SalesPro

**An Overview of Your Personal Characteristics & Career Strengths**

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### **Your Personal Strengths**

#### **In Terms of Enterprising vs. Support Role Possibilities**

You would be described as extremely competitive, enterprising, assertive, determined and goal oriented. You may display new and creative ways to reach your personal and work objectives and you will be self-evaluative and sometimes critical of your own performance. Given a goal, objective or requirement, you would be able to develop your own plan, manage your time and focus your effort on a daily basis to reach your goals. Being a self-manager should come very naturally to you and these skills should be refined through formal training and/or work experience.

#### **In Terms of Your Style and Strength of Various Motivators**

You would be described as being motivated both by a genuine concern for the well being of others and by the opportunity to achieve an excellent standard of income for yourself through the application of your talents and effort to the achievement of very demanding goals. To achieve both your 'people-oriented' and your personal goals, you may become somewhat hard driving, eager and active and if delayed, occasionally impatient. There is a balance in your motivational pattern between an orientation towards people or service considerations and towards bettering your own life. This means that you will want to assess each step in your career path in terms of its social merit as well as its payoff to you. If either element is seriously limited in an opportunity you may have difficulty in committing yourself completely to it.

#### **In Terms of Your Independence vs. Your Need to be in the 'Team'**

You would be described as cooperative, obliging, efficient and conscientious. You can function effectively in a group which is well organized but allows you leeway for individual initiative. You will accept early supervision along with training but will expect less supervision after gaining the experience.

#### **In Terms of Your Orientation Towards the 'People' Side of Business**

You would be described as quite sociable, enthusiastic, cheerful, genial and outgoing. You would enjoy personal relationships and interactions, and would have the ability to achieve high levels of customer satisfaction and present a strong personal and professional public image. You might be very sensitive to rejection in some circumstances.

#### **In Terms of Your Orientation Towards Technical and Practical Concerns**

You would be described as quite logical, reflective, analytical, factual and practical. An opportunity requiring the solving of intellectual or conceptual problems would stimulate a person such as yourself. You would have a flair for technically oriented and detailed work. Taking on challenges to learn and using new information in a field that interests you would be rewarding in itself.

## **Career Planning**

### **What Types of Opportunities Should You Look For?**

- + Look for opportunities to create your own work structure and to develop your self-management skills by training in time management and activity planning. The opportunity to put solid effort each day is a real plus for you as you know that effort invested consistently will produce the results you seek in both productivity and recognition.
- + Look for opportunities which combine work of genuine social value with an equally genuine opportunity to take on demanding and challenging tasks for which you will receive recognition and good financial compensation.
- + You should look for an opportunity where there is a combination of being a team player as well as an opportunity to be independent as you would find it both interesting and profitable from time to time to exercise your own initiative.
- + You should look for a situation that provides you with people contact or some public relations opportunities. You derive satisfaction from interaction with other people in both personal and work environments.
- + An opportunity with some learning and technical requirements would be quite satisfying. The opportunity to be creative and to put your new found knowledge into action would also be appealing to you.

### **What Types of Opportunities Should You Avoid?**

- Avoid tightly and rigidly structured work situations. If there is no room to put your personal touch to work in organizing and managing yourself, the situation may become too constricting for you. Try to avoid situations that may limit your self-management skills development which is a very strong need in you for your personal productivity and your sense of satisfaction.
- Avoid situations which you feel do not have any real human merit in them. As well, avoid situations in which everyone is treated alike regardless of their effort and performance. You can use your talents best where both the 'people' element and the challenge element are present.
- You should avoid a situation in which you will always be a minor or relatively unimportant member of an organization. Avoid positions in which the structure is totally and rigorous controlling and restricting.
- You should avoid opportunities that have only limited feedback from others. You should also not be in situations that isolate you from others.
- You should avoid situations that are not intellectually challenging, creative and those that do not offer a chance for personal growth in a technical or practical sense.